

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A ~~processor-implemented~~ method of marketing a mass consumer product over a broadcast network, the method comprising:

broadcasting over a broadcast network a program of at least about 10 minutes in duration, the program containing information about the mass consumer product, and providing contact information for consumers to use to request an incentive associated with a prospective purchase of the product, the incentive being associated with a unique code for tracking usage of the incentive to obtain information related to marketing the product;

obtaining personal information from at least one of the consumers; [[and]]

based on the obtained personal information, selecting, using a processor of a computer system, an item suited for the consumer having the obtained personal information; and

customizing the incentive ~~based on the obtained personal information~~ such that the incentive relates to purchase of the selected item ~~an item suited for an individual having the obtained personal information.~~

2. (Previously Presented) The method of claim 1, wherein the program further comprises demonstrating how to use the product during the broadcasting of the program.

3. (Original) The method of claim 2, wherein the demonstrating includes having at least one individual use the product.

4. (Original) The method of claim 3, wherein the demonstrating includes having multiple individuals use the product and describe their use of the product.

5. (Original) The method of claim 3, wherein the individual is an individual whose likeness appears on packaging associated with the product.

6. (Original) The method of claim 3, wherein the individual is an individual whose likeness appears on advertising material associated with the product.

7. (Canceled)

8. (Previously Presented) The method of claim 1, wherein the contact information is at least one of a telephone number and an internet address.

9. (Previously Presented) The method of claim 1, wherein the program provides the contact information a plurality of times during the program.

10. (Original) The method of claim 1, further comprising transmitting the incentive to consumers.

11. (Previously Presented) The method of claim 1, further comprising transmitting further information about the product to the consumers along with the incentive.

12. (Previously Presented) The method of claim 11, wherein the further information includes individualized advice related to the mass consumer product and based on the obtained personal information.

13. (Previously Presented) The method of claim 11, wherein the further information includes a list of retail establishments that carry the product and are in geographical proximity to respective locations of the consumers.

14. (Original) The method of claim 1, wherein broadcasting the program includes broadcasting a program of approximately one half of an hour in duration.

15. (Canceled)

16. (Previously Presented) The method of claim 44, wherein the tracking usage of the incentive further comprises tracking whether the incentive has been redeemed and obtaining information on consumers who redeemed the incentive.

17. (Previously Presented) The method of claim 16, wherein the tracking usage of the incentive further comprises generating profiles of the consumers who redeemed the incentive and categorizing the consumers based on the profiles.

18. (Original) The method of claim 1, wherein the product comprises a personal care product, the application of which is designed to occur in multiple steps, and wherein the information contained in the program includes at least one demonstration of the multiple steps.

19. (Original) The method of claim 18, wherein the product comprises a hair coloring kit for performing a multi-step hair coloring process.

20. (Original) The method of claim 19, wherein the multi-step hair coloring process comprises applying highlighting material to moist hair and the demonstrating includes demonstrating the applying of the highlight material to moist hair.

21. (Previously Presented) The method of claim 1, wherein the incentive includes a coupon for purchasing the product at a reduced price and the method further comprises transmitting the coupon to the consumer.

22. (Original) The method of claim 1, wherein the incentive includes a rebate received by the consumer for mention of the program upon obtaining the product during a visit to at least one of the retail establishments.

23. (Original) The method of claim 1, wherein the incentive includes a mail-in rebate certificate which is received by the consumer by mentioning the program upon obtaining the product during a visit to at least one of the retail establishments.

24. (Original) The method of claim 1, wherein the incentive includes a free gift to the consumer upon mention of the program and obtaining the product during a visit to at least one of the retail establishments.

25. (Previously Presented) The method of claim 1, wherein the broadcasting over a network includes broadcasting the program over a television network.

26. (Previously Presented) The method of claim 1, wherein the broadcasting over a network includes broadcasting the program over at least one of radio, television, satellite, cable, computer, and Internet networks.

27. (Original) The method of claim 1, wherein the mass consumer product is at least one of a personal care product and a cosmetic product.

28. (Withdrawn) A method of marketing a mass consumer personal treatment product, the method comprising:

broadcasting a program of at least about 10 minutes in duration;

during the broadcasted program, demonstrating a multi-step process using the mass consumer personal treatment product, wherein at least a portion of the demonstrating of the process is performed by at least one individual whose likeness appears on packaging associated with the personal treatment product;

during the broadcasted program, providing consumers with contact information to receive an incentive for a prospective purchase of the product;

fielding requests from consumers who use the contact information to receive the incentive;

transmitting the incentive to requesting consumers; and

encouraging consumers to redeem the incentive during a visit to at least one retail establishment in connection with obtaining the mass consumer personal care product.

29. (Withdrawn) The method of claim 28, wherein the mass consumer personal care product comprises a hair coloring kit for performing a multi-step hair coloring process.

30. (Withdrawn) The method of claim 29, wherein the multi-step hair coloring process comprises applying highlighting material to moist hair and the demonstrating of the at least one step includes demonstrating the applying of the highlight material to moist hair.

31. (Withdrawn) The method of claim 28, wherein the at least one individual is an individual whose likeness appears in advertising material associated with the product.

32. (Withdrawn) The method of claim 28, wherein the incentive comprises a coupon to purchase the product at a reduced price at the at least one retail establishment.

33. (Currently Amended) A system for marketing a mass consumer product over a broadcast network, comprising:

a broadcast component for broadcasting over a broadcast network a program of at least about 10 minutes in duration, the program comprising information about a mass consumer product, and contact information for consumers to use to request an incentive

associated with a prospective purchase of the product, the incentive being described in the program as redeemable by the consumers during a visit to at least one retail establishment at the time of obtaining the product, the incentive being associated with a unique code for tracking usage of the incentive to obtain information related to marketing the product[[,]];

a data component for obtaining personal information from the consumers  
[[, and]];

a selection component for, based on the obtained personal information, selecting an item suited for the consumer having the obtained personal information; and

~~an incentive component for customizing the incentive based on the obtained personal information such that the incentive relates to purchase of the selected item an item suited for an individual having the obtained personal information.~~

34. (Previously Presented) The system of claim 33, wherein the program comprises a demonstration of how to use the product.

35. (Previously Presented) The system of claim 34, wherein the demonstration includes a demonstration wherein at least one individual uses the product.



36. (Previously Presented) The system of claim 35, wherein the demonstration includes a demonstration wherein multiple individuals use the product and describe their use of the product.

37. (Previously Presented) The system of claim 35, wherein the individual is an individual whose likeness appears on packaging associated with the product.

38. (Previously Presented) The system of claim 35, wherein the individual is an individual whose likeness appears on advertising material associated with the product.

39. (Canceled)

40. (Previously Presented) The system of claim 33, wherein the program is approximately one half of an hour in duration.

41. (Previously Presented) The system of claim 33, wherein the product comprises a personal care product the application of which is designed to occur in multiple steps, and wherein the information contained in the program includes at least one demonstration of the multiple steps.

42. (Canceled)

43. (Canceled)

44. (Previously Presented) The method of claim 1, further comprising tracking usage of the incentive via the unique tracking code.

45. (Previously Presented) The method of claim 1, further comprising restricting the incentive such that the incentive can only be redeemed at a retail establishment at the time of obtaining the product.

46. (Previously Presented) The system of claim 33, wherein the data component comprises at least one of an interactive voice response system and a web server.

47. (Previously Presented) The system of claim 33, wherein the broadcast component broadcasts the program over at least one of radio, television, satellite, cable, computer, and Internet networks.

48. (Previously Presented) The system of claim 33, further comprising:  
a transmitter for transmitting the incentive to consumers.